

Store  
Hours:  
9:11 to 5:30

**Furs Repaired and Remodeled  
at Reduced Summer Rates**

The best workmanship is assured. New models are now ready, and estimates will be given without charge. Tenth Floor.

**Gimbel Brothers**  
32nd ST-BROADWAY-33rd ST-NEW YORK

**Piano and Phonograph Section  
Open Evenings Until 8 o'Clock**

After 5:30 P. M., use 33rd Street Entrance, near Broadway.

Gimbels  
Phone Number  
Pennsylvania  
5100

**Great April Drive for 100,000 New Customers: Savings of from 10 up to 35 Per Cent.**



**Sweater-Blouses**

from Paris

that Find New Ways of Being  
Lovely and a Very New Way  
of Being Moderately Marked.

The benefit of the unusual rate of exchange goes to the fortunate Women who choose these charming over-blouses. Three of the many new ones that we just unpacked are shown. See the rest, too.

Metallic gold threads are woven into the silken fabrics of this sweater-blouse. And how cleverly the blocks of gold are placed! Colors: black, navy, white and henna \$39.75.

Blouse of Rodier Tricolette, pictured in the centre, has the most effective Bonaz embroidery wandering over its shoulders and pockets and hem. It is available in orange or old blue, white embroidered. \$69.75.

Beige silk, bound and embroidered in old blue—and slimly belted with a slip-through sash. Also—pink rose, green, grey, orchid. \$59.75.

GIMBELS BLOUSE SALON—Third Floor

**Tricolette Dresses at \$29.75**

—an Interesting Special  
for a Limited  
Number of Women

Limited by the number of the dresses—for unfortunately we were able to procure only a small quantity of these frocks to sell at so low a price!

The model is charming—as you see. The quality of the tricolette is very fine—in fact, it is unusually close of weave and less transparent than most tricolette.

The ribbon embroidery is equally effective, whether you choose your frock in black, brown or navy blue. All of these are available in sizes 34 to 44.

GIMBELS WOMEN'S DRESS SALON—Third Floor



By Cable from Paris—by Steamer from  
Paris—Come the Edicts and Creations  
of Greatest Designers to the

**Gimbel-Paris Millinery  
Salons**

Paris thoughts for late spring—for early summer—for Paris—in lighter vein turns toward airy, fairy things. Toward filmy hats to top tulle frocks—and wide-brimmed flower hats to crown pretty bridesmaids. Paris plans for the bride, too. Tiny toques of subtle soft materials for travel or trotteur wear. And—for formal occasions—very gauzy, very misty hats—their transparent fabric run with metal threads.

Horsehair—Tulle—Roses  
Gold and Silver

are woven into these exquisite trousseau hats. And as Paris uses—so does the Gimbel-Paris Salon follow—presenting for pleasure of matron and maid a superb collection of all that is beautiful—all that is correct—all that is new in Millinery.

Parisian Originations—Gimbel Reproductions in the Materials of the Originals—at Prices Ever Incommensurate with The Millinery That Is Art.

\$22.50—\$25—\$35 and Higher.

GIMBEL-PARIS MILLINERY SALON—Third Floor

**NEW—For Your  
Windows!**

**These Hand-decorated  
Parchment Valances**

And, oh! such a charming new note! Take the model sketched, for instance—Green and brown tones in the valance—so rich and lustrous and woody. Little green silk curtains—a creamy lace window blind. Voila—an ensemble, rich and cool and dainty—the very thing to make you and your rooms know that Spring is here!

Made in any other colors that you prefer, or in any size or pattern. Appropriate for any place that a drapery may be used.

\$32.50 and higher.

**And—Lace Window Shades**

Lovely, aren't they? Who ever would have thought that that ugly duckling—the window shade—could be transformed into a real decoration—an airy affair of frost-like beauty? And they're sanitary, too—as well as charming. And quite as useful as the ordinary shade.

\$12.25 and higher.

Tassels, 75c and higher.

GIMBELS—Sixth Floor

**Black Laces  
Half and Less**

Short lengths—that explains the April Drive's Pricing; better values—that explains their being April Drive attractions.

Black Silk Hand-made Dutchess and Cluny—Black Silk Jacquard Venice and Bohemian Laces.

Some fancy laces—some net top applique included. Veil the roses on your new chapeau with them—Like Paris that! Use them on your dinner frock or over-blouse. Be assured that they are infinitely smart—infinite correct—and that they may be used to give to many other hats and frocks that indescribable something that the French call chic.

Edging—Bandings—Motifs—in Lengths from 1 to 6 yards and in Widths to 15 inches—and the Prices—see the Very Best to the Last.

From 5c to \$1.00 a Yard  
GIMBELS—Main Floor

**A Spring Sale o' Topcoats  
for Small and Big Fellows**

**\$28.50**

All Wool Fabrics

All Spring Styles

All Well Tailored

**ALL GREATLY REDUCED  
FOR JUST TWO DAYS**

Right from our racks and reduced in price for a two-day sale. And, please note that they're reduced now—and not at the tail end of the season when they're just about as desirable as a window screen when the snow falls.

Big, strapping fellows will like these coats especially. They're roomy in cut without being baggy. They're smart without being too smart. Sizes 10 to 18.

The styles include box coats, form defining coats, belted and pleated models. And they're cut correctly. And finished correctly. And priced more than correctly.

The fabrics are Scotch and Irish tweeds, herringbones and cassimeres in shades of green, brown, tan, grey and blue. Smart mixtures.

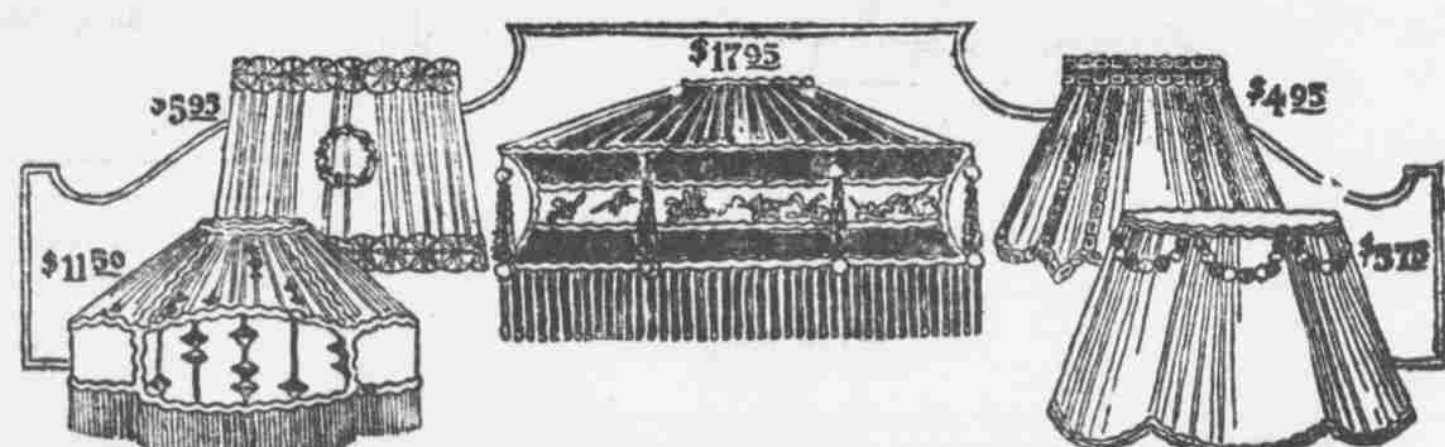


**And Reductions on Reefers**

In Sizes from  
2½ to 10 years **\$13.75**

Also all wool. Blue serge, Scotch and Irish tweeds, shepherd plaids, mixtures, worsteds. In brown, tan, grey, green, blue. In several very good models.

GIMBELS BOYS' CLOTHING SHOP—Fourth Floor



**SALE: LAMPS AND SHADES**

**Reductions Ranging from 10% to 50%**

Many of the most beautiful lamps in our stock, for floor, table and boudoir, as well as candle shades and silk shades for every room in the home, are included in this April Sale.

The reductions offer a great saving in each case; in fact, the cost of a whole new shade might be saved in buying your lamp now at these exceptional values. In a few items the numbers are limited.

**Silk Shades**

Candle Shades, 4 inches in diameter, trimmed with gold braid and silk rosebuds; in rose, gold or blue. Illustrated. Each, 75c

Candle Shades, 4 inches in diameter, lined and trimmed with bow knots of gold braid and silk rosebuds. Illustrated. Each, \$1.65

Silk Shades, 5 inches in diameter, of silk and Georgette combinations; trimmed with rosebuds and gold braid; in rose, gold or blue. Illustrated. Each, \$1.65

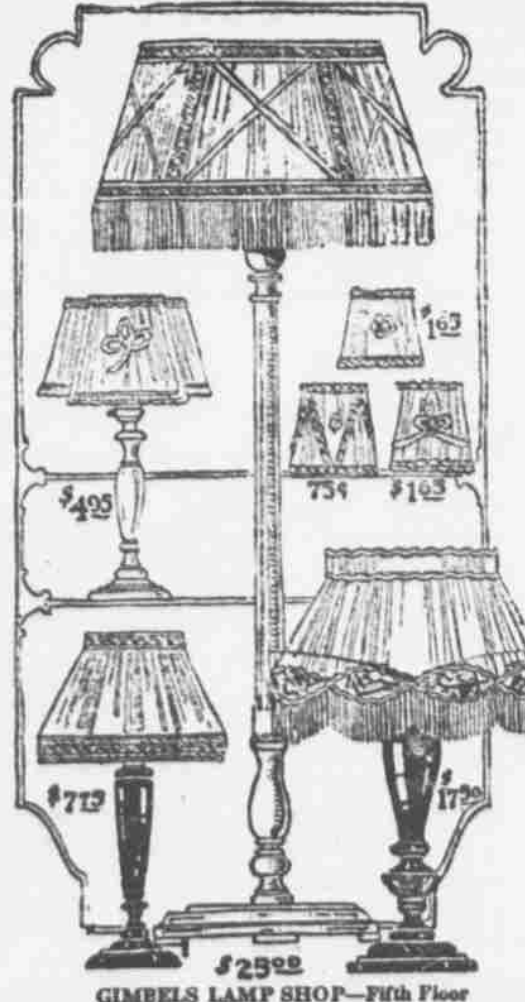
Silk Shades, 18 to 24 inches in diameter. Reduced 10 to 50 per cent. Some in plain silks; others in combinations of plain and fancy silks, with fringe to match. A few are shop worn or soiled; others are in perfect condition. Price range from \$5.00 to \$36.00

**Boudoir Lamps**

Complete: \$4.95

This is a charming little boudoir lamp in Mahogany or Ivory finish, standing 13 inches high and fitted with push button socket, cord, plug and 40-watt Tungsten bulb. Illustrated.

The shade, 8 inches in diameter, is of silk; square with concave corners, as illustrated, trimmed with gold braid; in rose, gold or blue.



**Table Lamps**

Table Lamp in Mahogany finish, standing 20 inches high, fitted with push button socket, cord, plug and 40-watt Tungsten bulb. Illustrated.

The shade of this attractive lamp is of silk, silk lined, trimmed with gold braid; in rose, gold and blue. Complete, \$7.75

Table Lamp of Mahogany finish, which may be had in six different styles; standing 26 inches high and fitted with two pull chain sockets, cord, plug and two 40-watt Tungsten bulbs. Illustrated.

The shade, 18 inches in diameter, is of silk, silk lined, trimmed with gold braid and silk fringe; in rose, gold and a few in blue. Complete, \$17.50

Also two other styles of shades.

**75 Floor Lamps**

Complete: \$25.00

A beautiful lamp in solid Mahogany; in ivory, gold or in gold with black stripes, standing 69 inches high and fitted with two pull chain sockets, cord, plug and two 40-watt Tungsten bulbs. Illustrated.

The shade, 22 inches in diameter, is of silk, silk lined, trimmed with gold braid and double silk fringe. Rose, gold or blue.

**Wilton Velvet Rugs**

**Seamless—and Nine by Twelve**

Specially Marked at

**\$72.50**

You know the value of seamless Wilton Velvet. We know the value of seamless Wilton Velvet. But April Sales call upon every department to do its bit—and the rug department wanted to respond nobly. That's why it cut the price of some of the most desirable rugs in stock.

The good, usable colors that you want—in all-over carpet effects or Oriental designs. Some interesting Chinese patterns. Measure your living room!

**Gold Seal Congoleum Rugs**

are constantly gaining in popularity. The field of their usefulness grows wider as wise housekeepers realize their splendid possibilities.

They are waterproof—they are sanitary—they are durable—they are pleasant to look at. Practical in your sun mer home—and excellent substitutes for expensive rugs that deserve a rest during the summer.

9x12	\$18.50	7.6x9	\$12.00	4.6 x9	\$7.25
9x10.6	16.50	6.0x9	9.50	0.24x0.54	1.45

GIMBELS RUG SHOP—Sixth Floor

Brooklyn, New Jersey and Long Island Customers Direct to Gimbels via Tubes and Subways